

Combination

IN THE TIMES-DISPATCH AND THE
EVENING DISPATCH IS EFFECTIVE

Quality Home Delivered Circulation

PLUS THE ADVANTAGE OF REPETITION (KEEPING EVER-
LASTINGLY AT IT) IS THE POWER THAT PRODUCES AN

“Advertising Service Above Par”

W. FLEET KIRK, President
J. W. MOORE, Secretary
JAS. O. KIRK, Treasurer

Kirk-Parrish Co.
Clothiers-Furnishers
605 EAST BROAD STREET

Rogers-Peel Clothing
Manhattan Shirts
Nettleton Shoes

RICHMOND, VA. February 15, 1922.

The Times Dispatch Publishing Co.
Richmond, Virginia.

Gentlemen:-

During the year that has just closed we placed 90 % of our
newspaper advertising in The Times Dispatch and The Evening Dispatch.

We regard the Sunday Times Dispatch as the most effective
advertising medium in Virginia and, in addition, use the daily Dispatch
papers on an average of three times a week on the principle that their
combined circulation represents all of the white homes in Richmond and
its trading territory in which we can have any possible interest.

We are therefore, much gratified at their rapid growth as
evidenced by your statement that the combined city and suburban paid
circulation is now in excess of 31,000

This recognition on the part of the public is surely a
tribute to a clean aggressive policy and we consider the quality home
delivered circulation of these newspapers to have been a big factor in
the growth of this business. Wishing you a continuation of the success
you have already achieved, we remain,

Cordially yours,

KIRK-PARRISH CO.

W. Fleet Kirk Pres.

YOU can effectively cover Richmond and its trading radius by
consistent use of

— **Richmond Times-Dispatch**
— **The Evening Dispatch**

24-HOUR SERVICE—MORNING—AFTERNOON—AND SUNDAY